

Brand Guidelines

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NOVEMBER 2014



## Vision

Our vision defines why we are here.

We're here to provide support to researchers from around the world whose work can benefit from or contribute to nanoscience.

## Mission

Our mission is the support that holds up our vision.

Through unparalleled access to state-of-the-art instruments, materials, technical expertise, and training, the Molecular Foundry provides researchers with the tools to enhance the development and understanding of the synthesis, characterization, and theory of nanoscale materials.

## Values

Our values are what we believe in. They define our success.

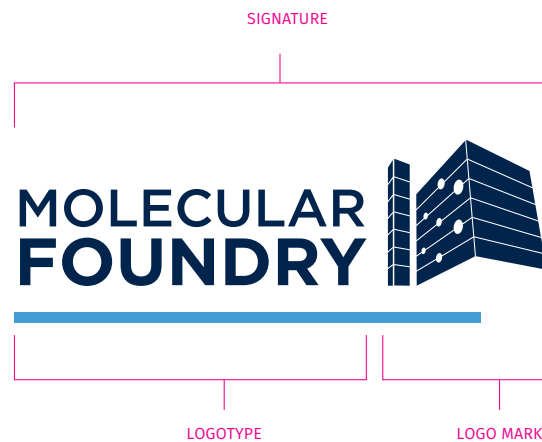
People / Research / Collaboration / Excellence / Enthusiasm

Signature

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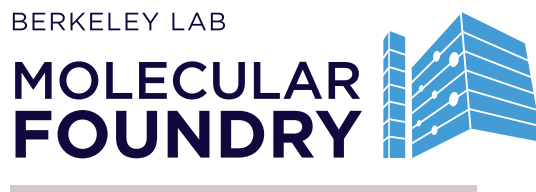
## Signature :: Introduction

The Molecular Foundry signature consists of the logotype in a fixed relationship with the logo mark. Our signature is the foundation of our brand and should be used on all communications. Consistent and appropriate use of our signature strengthens recognition of our brand.



## Signature :: Preferred Alternate

The preferred alternate demonstrates the relationship between the Molecular Foundry and Berkeley Lab, and should be used when it is impractical to have both the Molecular Foundry signature and the Berkeley Lab signature. It is differentiated from the preferred signature by use of color and the addition of “Berkeley Lab” text.



## Signature :: Variations

The signature is authorized for use in two variations: single color and reversed white. The reversed white variation must appear on one of the Molecular Foundry's primary brand colors (excluding Fog Grey). In instances where color is not possible, the signature may be produced as a black positive or in white on a black background. The underlying rule may be produced as a 60% transparency.



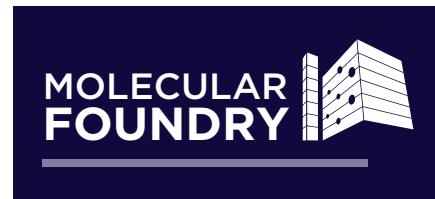
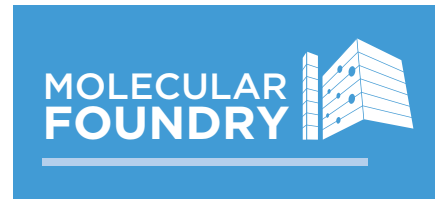
SINGLE COLOR NAVY



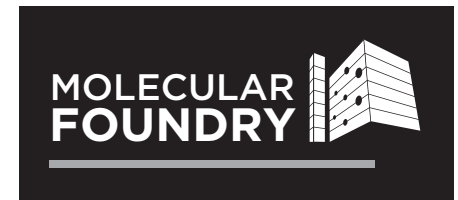
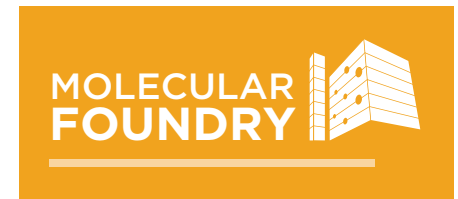
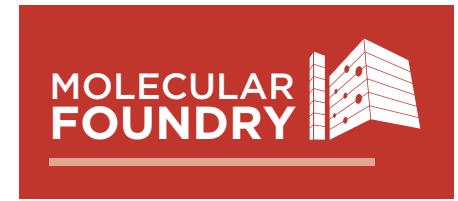
SINGLE COLOR BAY BLUE



SINGLE COLOR BLACK



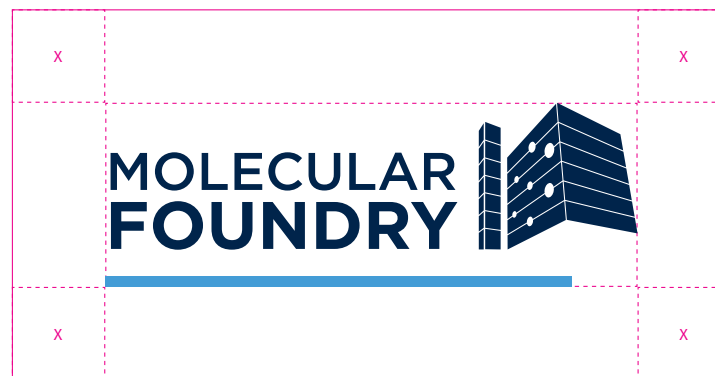
REVERSED WHITE ON SOLID PRIMARY BRAND COLORS // RULE IS PRODUCED AT 60% TRANSPARENCY



REVERSED WHITE ON BLACK // RULE IS PRODUCED AT 60% TRANSPARENCY

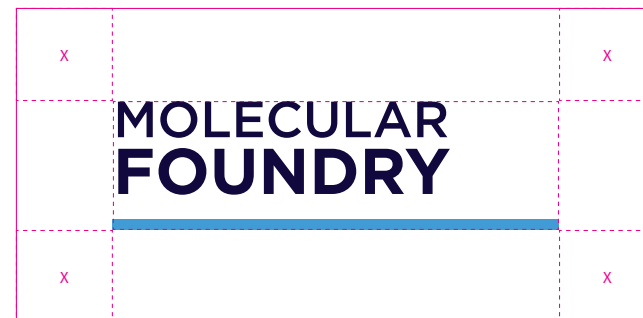
## Signature :: Clear Space

To maintain the integrity and readability of our signature, be certain that the space around the logo is clear of other graphic elements or text. The clear space is measured in relation to the height of the letters “M” and “F” in the logotype. Adhering to the indicated clear space will ensure clarity and strong presence in every application.



## Signature :: Logotype

There may be times when it is preferable to use the logotype only, as when the signature must be reproduced at a very small size. If so, it must be used in conjunction with the underline. Clear space equal to the height of the “M” and the “F” must be maintained. The logotype may be reversed and produced either in all white against a background of Bay Blue, Navy, Golden Gate, or Sun; or against Navy with the underline in one of the primary brand colors.







## Color :: Introduction

An official color palette was developed to represent our brand. The colors chosen reflect the **dynamism** and **excitement** of the Molecular Foundry, as well as its **location** in the San Francisco Bay Area. To maintain consistency, it's important to use only the approved colors as outlined below.

### White Space

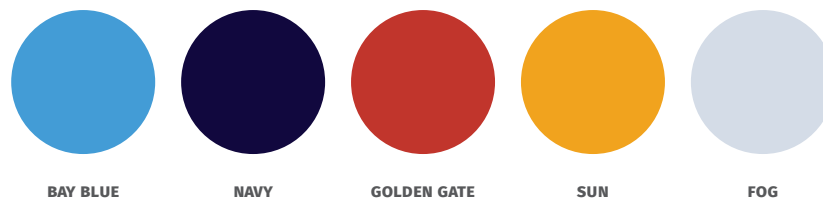
White space is imperative for increasing the effectiveness of a design and improving readability. All basic elements of the Molecular Foundry system should rest on a white background whenever possible.

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### Main Palette

Our official color palette consists of five colors. No other colors are approved for use in the Signature or Logotype.

**SEE PAGE 11 FOR DETAILS**



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### Black

Body text can appear in a range from 100% black to 70% black. Introductory text can appear 50% black or 100% of Bay Blue, Navy, Golden Gate, or Sun.

Body text: 100% black / 90% black / 80% black / 70% black

Introductory text: 50% black or Bay Blue, Navy, Golden Gate, or Sun.

## Color :: Formulas

For accurate color reproduction, please use the formulas and PMS colors as specified below. Please be sure to use the correct formula for the application.

### Pantone+ Solid Coated (Spot Print)



PMS 7688 C



PMS 296 C



PMS 7620 C



PMS 7409 C



PMS 642 C

### CMYK (4 Color Process Print)



69 / 19 / 4 / 0



100 / 73 / 28 / 86



0 / 95 / 94 / 28



0 / 31 / 100 / 0



13 / 2 / 1 / 1

### RGB/Hex (Web + Screen)



70 / 152 / 203 // 4698CB



4 / 28 / 44 // 041C2C



183 / 49 / 44 // B7312C



240 / 179 / 35 // F0B323












227 / 227 / 244 // D1DDE6











## Color :: Tints

To create an expanded palette, tints of the primary palette are allowed. For non-solid applications, please use the formulas below.











### Pantone+ Solid Coated (Spot Print)

	PMS 290 C		PMS 290 C - 40%
	PMS 7690 C		PMS 550 C
	PMS 7577 C		PMS 7577 C - 50%
	PMS 1215 C		PMS 1215 C - 50%
	PMS 644 C		PMS 646 C

### CMYK (4 Color Process Print)

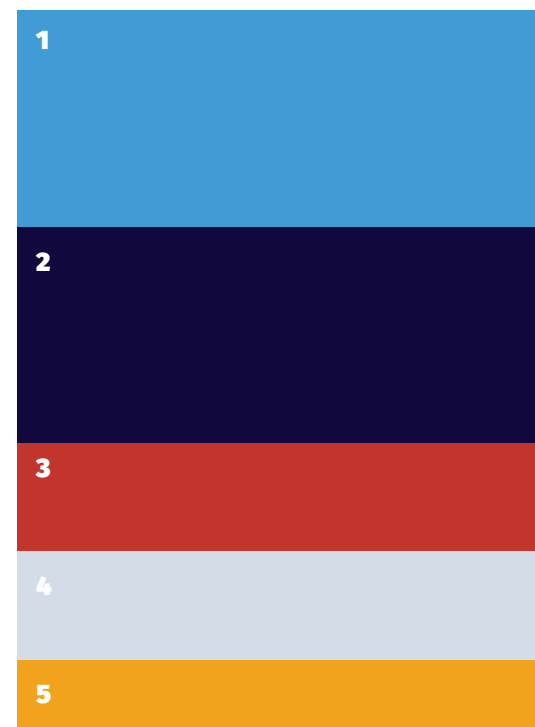
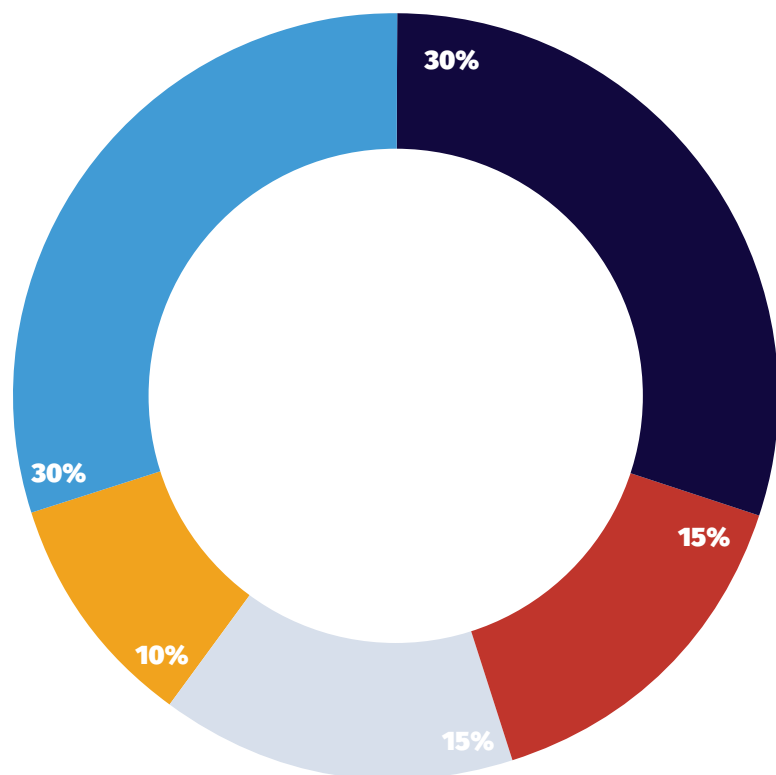
	23 / 0 / 1 / 0		23 / 0 / 1 / 0 - 40%
	95 / 41 / 10 / 0		42 / 7 / 8 / 8
	2 / 55 / 69 / 0		2 / 55 / 69 / 0 - 50%
	0 / 6 / 53 / 0		0 / 6 / 53 / 0 - 50%
	42 / 10 / 2 / 6		72 / 31 / 3 / 12

### RGB/Hex (Web + Screen)

	185 / 217 / 235 // B9D9EB		185 / 217 / 235 // B9D9EB - 40%
	0 / 118 / 168 // 0076A8		141 / 183 / 202 // 9BB8D3
	224 / 126 / 60 // E07E3C		224 / 126 / 60 // E07E3C - 50%
	251 / 216 / 114 // FBD872		251 / 216 / 114 // FBD872 - 50%
	155 / 184 / 211 // 9BB8D3		94 / 138 / 180 // 5E8AB4

## Color :: Proportion

The primary brand colors should be used in the correct proportions. The graphs below demonstrate the proportions for all materials, and the preferred order.



## Typography

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# Typography

There are two approved font families in the Molecular Foundry typography system: Fira Sans and Times New Roman. These two font families were chosen to complement the identity and help convey the character of the brand. It's important to use them as outlined to maintain consistency within layouts. Both typefaces are freely available for both print and web.

IN THE RARE CASES WHERE IT IS IMPRACTICAL OR IMPOSSIBLE TO USE FIRA SANS, THE SUBSTITUTION OF ARIAL IS PERMITTED.

## Fira Sans

ultralight  
ultralight italic  
thin  
thin italic  
light  
light italic  
book  
book italic  
medium  
medium italic  
bold  
bold italic  
black  
black italic  
heavy  
heavy italic  
ultra  
ultra italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

12345678910

Header, Fira Sans Medium 20pt

Intro Text, Fira Sans Light 14pt

Subhead, Fira Sans Book 12pt

CALLOUTS, FIRA SANS BOOK SMALL CAPS SPT

## Times New Roman

regular  
regular italic  
bold  
bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

12345678910

Body text, Times New Roman Text 9pt